

**AMENDMENT TO THE CLAIMS**

1. (Currently Amended) A ~~method~~ computer system programmed with a set of instructions for assessing institutional needs ~~comprising~~ to carry out the following steps of:

a) defining at least a primary and a secondary characteristic used for segmenting the a community;

b) segmenting the community by said primary characteristic into a one or more target market units; and

c) for each target market unit:

1) assessing the needs of ~~the~~ a population therein;

2) comparing ~~needs~~ preferences to current services to identify each need not met by current services as an opportunity;

3) correlating each opportunity to an available service wherein the scope and objective of each current service is determined.

2. (Currently Amended) The ~~method~~ computer system according to claim 1, wherein following step b), ~~the~~ each target market unit is further segmented by a the secondary characteristic, wherein step c) is carried out within each of said further segmented target markets.

3. (Currently Amended) A ~~method~~ computer system programmed with a set of instructions for assessing institutional needs according to the following steps of:

a) defining a plurality of target market units;

b) defining a plurality of day-parts;

c) for each target market unit at each day-part:

1) assessing the needs of the population therein;

2) comparing ~~needs~~ preferences to current services to identify each need not met by current services as an opportunity;

3) correlating each opportunity to an available service wherein the scope and objective of each service is determined.

4. (Currently Amended) The ~~method~~ computer system of claim 3, wherein each of said plurality of day-parts is based on traditional meal times.

5. (Currently Amended) The ~~method~~ computer system of claim 4, wherein each of said plurality of day-parts is modified in accordance with information regarding eating times of the subject population.

6. (Currently Amended) The ~~method~~ computer system of claim 3, wherein each target market unit is defined by grouping geographically proximate areas with similar populations and uses into a single unit.

7. (Currently Amended) The ~~method~~ computer system of clam 3, wherein at least one target market unit is further divided into at least one sub-unit based upon a distinct use or population within a target market unit.

8. (Currently Amended) The ~~method~~ computer system of claim 3, further comprising, after the correlation step, the step of producing a report indicating the correlated available services as recommended services.

9. (Currently Amended) A ~~method~~ computer system programmed with a set of instructions for assessing institutional food service needs on a campus ~~comprising~~ according to the following steps of :

- a) gathering information concerning at least one of :
  - 1) campus geography;
  - 2) campus architecture;
  - 3) population;
  - 4) food service ~~needs~~ preferences and desires;
  - 5) existing services;
- b) defining a plurality of target market units, and optionally sub-units, based upon information gathered;
- c) defining a plurality of day-parts based on traditional meal-times, optionally modified by information gathered; and
- d) for each target market unit at each day-part:
  - 1) assessing the needs of the population therein,
  - 2) identifying each need not met by current services as an opportunity,
  - 3) correlating each opportunity to an available service wherein the scope and objective of each service is determined, and
  - 4) reporting each correlated available service as a recommended service.

10. (Currently Amended) The ~~method~~ computer system of claim 9, wherein said information on campus geography includes one or more of: location of buildings, roads, landscape features, traffic patterns, travel time between buildings, and obstacles or impediments to travel.

11. (Currently Amended) The ~~method~~ computer system of claim 9, wherein said information on campus architecture includes one or more of: use, location, attendance rates, and schedule of each building.
12. (Currently Amended) The ~~method~~ computer system of claim 9, wherein said information on population includes one or more of: location, time, purpose, and schedules of individuals.
13. (Currently Amended) The ~~method~~ computer system of claim 10, wherein said information on food service ~~needs~~ preferences and desires includes one or more of: dining style, meal-type, grocery, food types, desired services, desired eating and snacking times, and food preferences.
14. (Currently Amended) The ~~method~~ computer system of claim 9, wherein said information on existing services ~~include~~ includes one or more of: location of services, on-campus services, off-campus services, satisfaction, and type of services.
15. (New) A computer system for managing a university food service system comprising:  
a database; and  
a computer programmed to optimize the university food service system based on responses to surveys of patrons and potential patrons,  
the database including records of facilities, staff, menu options, times of services, university calendar, and the responses comprising patron and potential patron preferences, wherein the computer system generates schedules of menu items, staff, service times, prices for each dining facility by maximizing a common thread between the different groups.